

Sport England

Purpose of report

For information.

Summary

Sport England are attending the Board to provide an update on their emergency response to Covid-19, and the development of their new strategy.

Recommendation

That Board members note the report and use it to inform their questions to Sport England.

Action

Officers will engage with Sport England and seek to influence their new strategy in accordance with the discussion.

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Sport England

Emergency response

1. Sport England has made £195 million of funding available to help the sport and physical activity sector through the ongoing coronavirus (Covid-19) crisis.
2. The package, which is a combination of National Lottery and government funding, is made up of the following:
 - 2.1. A £20 million Community Emergency Fund, which will be opened immediately for clubs and community organisations to bid into. Grants between £300 and £10,000 are available.
 - 2.2. A £5 million pot for existing partners to bid into if they're facing specific financial difficulties.
 - 2.3. An additional £55 million to support our sector during an ongoing period of restrictions, to fund new and innovative ways to keep people active and, when the period of restrictions is over, to help organisations get back to business and adjust to a different environment
 - 2.4. A £115 million rollover of current funding into 2021/22 to give long term certainty to over 100 well established partners who play a vital role in the delivery of sport and physical activity in England.

Improvement contract

3. Sport England has extended its improvement contract with the LGA for 2020/21, worth £279,120. This continues our established training offer for both councillors and officers, and has been adapted to a remote approach. 16 webinars will be developed over the next four months.

New strategy

4. Sport England have launched a consultation about their future strategy - [‘Shaping Our Future’](#).
5. The ‘Shaping Our Future’ document has emerged from over nine months of engagement with key partners, including the LGA and CLOA.
6. This represents a different approach for Sport England; it is not a draft strategy or a detailed plan. Instead ‘Shaping Our Future’ outlines the direction that Sport England would like to head in, based on the conversations they have had over the last year about their future role and priorities. It is intended as part of our strategy consultation process -

as a tool to support further discussion and generate feedback that will help them develop their next strategy.

7. The next phase of their strategy development process is expected to begin in July 2020 when they hope to have a clearer picture of the external environment we are all operating in. Initial feedback can be provided at www.sportengland.org/shapingourfuturestrategy.

Strategy content

8. The strategy sets out three key objectives:
 - 8.1. More integrated and resilient communities, actively involved in shaping the places they want to live in.
 - 8.2. A stronger economy – boosted by the huge cost benefits of people with better mental and physical health, living in less divided communities: from relieving pressure on our National Health Service to reducing prison populations.
 - 8.3. A society where physical activity is the norm – powered by thriving grassroots groups and clubs up and down the country.
9. The way that they plan to do this is by establishing collaborations between a variety of partners who are well-placed to reach:
 - 9.1. People – we'll want to work with partners who can help us really understand and reach the people that we're not currently reaching.
 - 9.2. Places - we increasingly understand that the things that influence activity levels the most are in the places where we live. The things that shape how much activity we do are our families, friends, the streets and parks around us, the opportunities that are provided to us and the obstacles that get in our way. We'll want to work with partners in the places where we see the biggest inequalities.
10. They have identified the following big issues to tackle:
 - 10.1. Tackling inequalities – for a long time, it's been evident that the way sport and activity experiences are designed and delivered typically meets the needs of some people more than others. Partners are clear that some people need more support to get active and stay active than others, and that it will take a determined and co-ordinated effort to tackle inequalities in sport and physical activity.
 - 10.2. Climate emergency – partners have told us that this represents some tangible threats, as well as opportunities to be part of the solution.

- 10.3. Connecting with health and wellbeing – a sense of unlocked potential, especially around social prescribing into sport and activity.
- 10.4. Digital and data – concern that sport and leisure has fallen behind other sectors in terms of the digital experience and needs to catch up.
- 10.5. Workforce – how we can sustain, grow, develop and diversify the professional workforce and volunteers.
- 10.6. Active environments – creating the spaces and places for people to be more active and planning to make it more joined-up for people.
- 10.7. Diminishing local resources and capacity – fears about ongoing reductions in local government spending on activity, sport and leisure. A sense that places are losing capacity and capability to make strategic long-term decisions.
- 10.8. School experiences – often the first and most equal opportunities that children and young people have access to - which shape their relationship with movement for the rest of their lives – are felt to be low priority for many schools.

Implications for Wales

- 11. Sport in Wales is covered by Sport Wales.

Financial Implications

- 12. None.

Next steps

- 13. Officers will continue to engage with Sport England and seek to influence the consultation on the new strategy.